

RECEIVED

(Translation)

2006 SEP -6 P 1:15

July 31, 2006

OFFICE OF INTERNATIONAL
CORPORATE FINANCE

SUPPL

Dear Sirs,



Name of the Company: Shiseido Company, Limited
 Name of the Representative: Shinzo Maeda
 President & CEO
 (Representative Director)
 (Code No. 4911; The First Section of the Tokyo Stock Exchange)
 Inquiries shall be directed to: Masato Hashikawa
 General Manager of Investor
 Relations Division
 (Tel: 03 - 3572 - 5111)

Notice of Dissolution of a Subsidiary (Sub-Subsidiary)

Notice is hereby given that Shiseido Company, Limited (the "Company"), at the meeting of its Board of Directors held on July 31, 2006, determined to dissolve its subsidiary (sub-subsidiary), SHISEIDO DAH CHONG HONG COSMETICS (Guangzhou) LTD. (SDCG), as described below:

Description

1. Reason for the dissolution:

SHISEIDO DAH CHONG HONG COSMETICS LTD., a subsidiary of the Company, will establish SHISEIDO DAH CHONG HONG COSMETICS (Guangdong) LTD. as its 100% subsidiary to strengthen its sales structure. Accordingly, the Company will dissolve its existing sales subsidiary, SHISEIDO DAH CHONG HONG COSMETICS (Guangzhou) LTD. (SDCG).

2. Outline of the subsidiary:

- | | |
|--------------------------|--|
| (1) Company name: | SHISEIDO DAH CHONG HONG COSMETICS (Guangzhou) LTD. (SDCG) |
| (2) Location: | Toho Building 11F, No. 765-769, Tompu-tonro, Guangzhou, Guangdong, China |
| (3) Representative: | Esther Kwong |
| (4) Business activities: | Sales of cosmetics |

PROCESSED

SEP 08 2006

J THOMSON
FINANCIAL

- (5) Establishment: February 1999
- (6) Capital: HK\$13,000,000
- (7) Major Shareholders and Ownership: SHISEIDO DAI CHONG HONG COSMETICS LTD.: 100%

(Joint company of the Company and DAI CHONG HONG, LTD., ownership: 50.0000004% by the Company and 49.9999996% by DAI CHONG HONG, LTD.)

3. Schedule of the dissolution:

Liquidation will be completed no later than March 2007.

4. Future outlook:

The dissolution will have no significant impact on the Company's (consolidated/non-consolidated) operating results for the fiscal year ending March 31, 2007.

- E N D -